

CRAFTCATION

business + makers conference

Newbie Business

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 Pre-Craftcation Plan	10:00-11:30 *Getting Right to Work using Adobe Photoshop OR The Power of Pinterest	9:00-10:30 Laser-focused Branding OR Creating a Business Plan	9:00-10:30 Finding Your Special Sparkle	8:30-10:00 Post-Craftcation Plan
4:00-5:30 Be Your Own Niche OR *iPhone Product Photography	12:00-1:30 *Getting Right to Work using Adobe Photoshop OR 89 Tax Deductions for the Creative Entrepreneur	11:00-12:30 Website in a morning with Weebly OR Pitching Like A Pro	11:00-12:30 Wholesale 101 OR *iPhoneography 101	10:00-11:30 Closing Remarks and Roundtables
EVENING Pre-Craftcation Party	2:00-3:30 Sell Your Stuff Online	2:00-3:30 How to craft a solid newsletter and build your list OR Being Authentic on Social Media	2:00-3:30 Nice + High: Pricing Your Products to Capture Their Full Value	11:30-12:30 How to Defeat Copycats
	4:00-5:30 Basic Bookkeeping for Indie Craft Business Owners OR DIY SEO: An Intro for E- Commerce	4:00-5:30 Branding Yourself On Instagram OR *Think Tank: Design & Branding	4:00-5:30 DIY contracts for your business OR Confessions of an Entrepreneur	

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Seasoned Maker Business

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 Pre-Craftcation Plan	10:00-11:30 Analyze This! Web Analytics for Fun and Profit OR The Power of Pinterest	9:00-10:30 "Having it All" the struggles and triumphs of being a working parent in the arts	9:00-10:30 Alternate revenue streams for makers	8:30-10:00 Post-Craftcation Plan
4:00-5:30 *Think Tank: Product & Packaging	12:00-1:30 89 Tax Deductions for the Creative Entrepreneur	11:00-12:30 Pitching Like A Pro OR Social Media 2.0	11:00-12:30 Taking Better Brand Photos	10:00-11:30 Closing Remarks and Roundtables
	2:00-3:30 How to Deal: Battling Burnout, Finding your Groove, and Taking your Business to the next level	2:00-3:30 Licensing your art or products OR Being Authentic on Social Media	2:00-3:30 Introduction to Tradeshows OR Easy and Efficient Ways to Automate your Business	11:30-12:30 How to Defeat Copycats
	4:00-5:30 Form Meets Function: Designing Line Sheets that Make Buyers Weak in the Knees	4:00-5:30 Writing + publishing a craft book OR Better Together: Building a Community	4:00-5:30 Confessions of an Entrepreneur OR *Think Tank: Website & Online Shop	

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Renaissance or Beginning Crafter

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>2:00-3:30</p> <p>*Paper Marbling OR *Hand Lettering with Art Pens</p>	<p>10:00-1:30</p> <p>*DIY Gamagutchi Clutch OR Screenprinting Magic + *Brush-Lettering Your Way</p>	<p>9:00-10:30</p> <p>*Craftcation 2017 Souvenir Embroidery Sampler Session 2</p>	<p>9:00-12:30</p> <p>*Embroidered Photo/Drawing</p>	<p>10:00-11:30</p> <p>Closing Remarks and Roundtables</p>
<p>4:00-5:30</p> <p>*Fabric Bowls OR *Hand Lettering For Social Media</p>	<p>2:00-3:30</p> <p>*Chalk Lettering Typography</p>	<p>11:00-12:30</p> <p>*Leather Business Card Holder Session 1</p>	<p>2:00-3:30</p> <p>*Introduction to Heat Transfer Vinyl Session 2</p>	<p>11:30-12:30</p> <p>*Modern Macrame Plant Hangers</p>
	<p>4:00-5:30</p> <p>*Traveler's Notebook OR *Finger Knit Statement Necklace Session 1</p>	<p>2:00-3:30</p> <p>*DIY Decorated Floppy Hat Workshop</p>	<p>4:00-5:30</p> <p>*Beginning Crochet</p>	
		<p>4:00-5:30</p> <p>*Indigo Dyeing 101 Session 2</p>		

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Sewing Spectacular

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 *Reverse Applique & Free Motion Stitching Cowl	10:00-1:30 *The Greenwood Tank	9:00-12:30 *Improvisational Piecing in Black and White	9:00-12:30 *Super Simple Shirt Session 1	10:00-11:30 Closing Remarks and Roundtables
4:00-5:30 *Fabric Bowls	2:00-5:30 *Watercolor Quilting	2:00-5:30 *Caftan Society	2:00-5:30 *DIY Toiletry Bag/Dopp Kit	11:30-12:30 *Modern Macrame Plant Hangers

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Treat Yourself

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 *Paper Marbling	10:00-1:30 *Stitched Shibori Indigo-dyed Scarf	9:00-12:30 *Reversible Sun Hat	9:00-12:30 *Arm Knit Cowl	Sleep in!
4:00-5:30 *Fabric Bowls	2:00-3:30 *Craftcation 2017 Souvenir Embroidery Sampler Session 1	2:00-3:30 *Sewing: Zipper Pouch	2:00-5:30 *Leather Necklace: Stamping and Finishing Techniques	10:00-11:30 Closing Remarks and Roundtables
	4:00-5:30 *Finger Knit Statement Necklace Session 1	4:00-5:30 *DIY Sleep Mask		11:30-12:30 *Responsive Drawing and Doodling

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Advanced Crafter

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 *Reverse Applique & Free Motion Stitching Cowl	10:00-11:30 *Introduction to Heat Transfer Vinyl Session 1 OR *Screen Printing Magic	9:00-12:30 *Block Printing on Fabric Session 2	9:00-12:30 *Super Simple Shirt Session 1	10:00-11:30 Closing Remarks and Roundtables
4:00-5:30 *Hand Lettering For Social Media	12:00-1:30 *Brush Lettering Your Way	2:00-5:30 *Caftan Society OR *Color theory for artists/ designers	2:00-5:30 *Leather Necklace: Stamping and Finishing Techniques	11:30-12:30 *Wool Applique Pennant
	2:00-5:30 *Crafting Improv Circles OR *Serger T-Shirt			

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Color + Creativity

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>2:00-3:30</p> <p>*Watercolor Mantras + Meditation</p>	<p>10:00-11:30</p> <p>*Intro to Weaving Session 1 OR *Introduction to Heat Transfer Vinyl Session 1</p>	<p>9:00-12:30</p> <p>*Block Printing on Fabric Session 2</p>	<p>9:00-12:30</p> <p>*Crafty Hand Ornament</p>	<p>10:00-11:30</p> <p>Closing Remarks and Roundtables</p>
<p>4:00-5:30</p> <p>*Hand Lettering For Social Media</p>	<p>12:00-1:30</p> <p>*Intro to Weaving Session 1 OR *Beginning Watercolors</p>	<p>2:00-3:30</p> <p>*Art Journal Play Session 1</p>	<p>2:00-3:30</p> <p>*Introduction to Heat Transfer Vinyl Session 2</p>	<p>11:30-12:30</p> <p>*Freehand Watercolor Patterns</p>
	<p>2:00-3:30</p> <p>*Intermediate Watercolors Session 1</p>	<p>4:00-5:30</p> <p>*Embroidered Sugar Skulls</p>	<p>4:00-5:30</p> <p>*Beginning Crochet</p>	
	<p>4:00-5:30</p> <p>*Sashiko Mending</p>			

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For the Home

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2:00-3:30 *Paper Marbling	10:00-1:30 *Intro to Weaving Session 1 OR *Home is Where the Art is: Screenprinting Art Prints	9:00-12:30 *Quick Serger Gifts	9:00-10:30 *Fabric Scrap Alphas OR *Crepe Paper Flowers session 1	10:00-11:30 Closing Remarks and Roundtables
4:00-5:30 *Fabric Bowls	2:00-5:30 *Block Printing on Fabric Session1	2:00-3:30 *Indigo Dyeing 101 Session 1	11:00-12:30 *Fabric Scrap Alphas OR *Beginning wood burned hand lettering session 1	11:30-12:30 *Stenciled Puffed Paper Garland
		4:00-5:30 *Make your own repeating pattern by hand	2:00-3:30 *Succulent Terrarium Workshop	
			4:00-5:30 *Beginning wood burned hand lettering session 2	

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Self-Care Retreat

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>2:00-3:30</p> <p>*Watercolor Mantras + Meditation OR *Hand-lettering with Art Pens</p>	<p>10:00-3:30</p> <p>*Tiny World Pincushion</p>	<p>9:00-10:30</p> <p>*Finger Knit Statement Necklace Session 2</p>	<p>9:00-12:30</p> <p>*Arm Knit Cowl</p>	<p>Sleep in + morning walk on the beach</p>
<p>4:00-5:30</p> <p>*Hand Lettering For Social Media</p>	<p>4:00-5:30</p> <p>*Traveler's Notebook</p>	<p>11:00-12:30</p> <p>*Intermediate Watercolors Session 2 OR NAP!</p>	<p>2:00-3:30</p> <p>*Himmeli Mobile session 1 OR *Crepe Paper Flowers session 2</p>	<p>10:00-11:30</p> <p>Closing Remarks and Roundtables</p>
		<p>2:00-3:30</p> <p>*Natural Perfume Workshop OR Socialize after lunch/relax/ take a walk on the beach</p>	<p>4:00-5:30</p> <p>*Art Journal Play Session 2</p>	<p>11:30-12:30</p> <p>*Easy Crocheted Daisy Chain Crowns OR *Freehand Watercolor Patterns</p>
		<p>4:00-5:30</p> <p>*Embroidered Sugar Skulls</p>		